

## ABSTRACT

*Coffee is one of the popular drinks in Indonesia. Starting from young people to the elderly, this drink is famous for its black color and bitter taste. This also encourages the amount of coffee consumption in the country to be quite large. According to International Coffee Organization (ICO) data, the number of coffee consumption in Indonesia reached 5 million 60-kilogram bags in the 2020/2021 period. This number increased by 4.04% compared to the previous period which was 4.81 million bags measuring 60 kg. This study aims to determine the influence of store atmosphere and price perception on repurchase decisions on Satuan Kopi Subang both partially and simultaneously. The research method used is descriptive and verifiable with a sample of 97 respondents. Coffee shops are not only a place to relax, a place to socialize, but also a means for a more serious atmosphere such as meeting business partners or doing work, college assignments for students and students. This is increasingly attracting the interest of business people to penetrate into the coffee shop business. The data collection techniques used are field studies and literature. In Subang Regency, there are now many coffee shops that have sprung up, especially in Subang City, now many new coffee shops have sprung up, with the popularity of coffee shops entrepreneurs in Subang compete in terms of place and price. By offering cheap or affordable prices and also a comfortable place to attract consumers to make purchases. The data analysis methods used were multiple linear regression analysis, multiple correlation analysis, and determination coefficient analysis.*

*The results of this study show that there is a positive and significant influence on the repurchase decision on Satuan Kopi Subang. The magnitude of the influence of store atmosphere and price perception on repurchase decisions on Satuan Kopi Subang simultaneously was 63.5%. Meanwhile, the influence of store atmosphere on repurchase decisions was partially 20.4% and the influence of price perception on repurchase decisions was 43%. Therefore, it can be concluded that the price perception variable makes the most dominant contribution to the repurchase decision on Satuan Kopi Subang.*

***Keywords: Store Atmosphere, Price Perception, Repurchase Decision***